

# LABOUR

**DECEMBER, 1949**

Volume 28 \* Number 333

Price Fourpence

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# ORGANISER

# SITUATIONS VACANT

**SOUTH NORTHANTS C.L.P.** invites applications for the post of full-time Agent. Salary and conditions in accordance with National Agreement. Application forms from Mr. Donald Adams, 80 Eastfield Road, Duston, Northampton, to be returned by 24 December, 1949.

**KEIGHLEY C.L.P.** invites applications for the post of Secretary/Agent. Salary and conditions in accordance with the National Agreement. Application forms from Councillor W. H. Blagley, 40 Spencer Street, Keighley, to be returned by 15 December, 1949.

**MAIDSTONE C.L.P.**—Applications are invited for the post of full-time Agent. Salary and conditions in accordance with National Agreement. Application forms from Mr. M. C. Mount, 78 Florence Road, Maidstone, Kent, to be returned by 21 December, 1949.

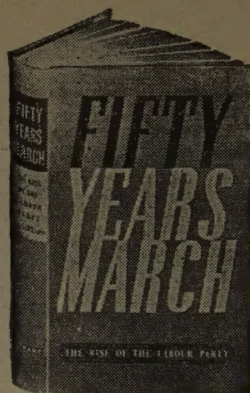
**THURROCK TRADES COUNCIL & C.L.P.** requires a full-time Agent, to be appointed under the National Agreement. Application forms from Councillor G. Crooks, 8 Pym Place, Grays, Essex, to be returned by 14 December, 1949.

**RUNCORN C.C.L.P.** invites applications for the post of full-time Agent. Salary and conditions in accordance with the National Agreement. Application forms from W. E. Jolley, 14 Mertoun Road, Walton, Warrington, to be returned by 16 December, 1949, together with two references. The envelope to be marked 'Agent.'

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PUBLISHED BY THE LABOUR PARTY, TRANSPORT HOUSE, SMITH SQUARE, LONDON, S.W.1

VOL. 28, NO. 333

DECEMBER, 1949

PRICE FOURPENCE

## Clear The Decks

**T**HE CLOSENESS of the contest is felt by us all. Even the contents of this issue of the *Organiser* are indicative of the nearness of the election which, at the outside, is only a few months away.

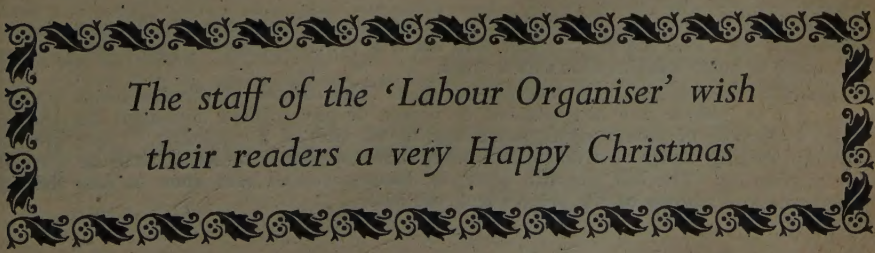
At this juncture it is a comforting thought, and a disturbing one to our Conservative counterparts, that our election platform is honest, sincere, and fills us with justifiable pride. Not for us a last-minute hunt in search of some semblance of a policy.

Parliamentary by-elections—and the very recent North Kensington L.C.C. by-election—have shown that the higher the poll, the greater is the majority vote in favour of that policy. There is an obvious conclusion. If we fail to secure the return of another Labour Government the fault will lie not with the statesmen, but with those responsible for publicising their work and organising their election campaigns.

This is, we know, a painfully repetitive story. It has appeared on this page month by month, with what the cynic might call monotonous regularity. But so long as it keeps uppermost in our minds the vital necessity of observing an old and familiar slogan then it has served its purpose. And the slogan? *Before the day, know your vote. On the day, poll your vote.*

Those very desirable ends can only be reached if pre-election arrangements are satisfactorily completed. An early allocation of the most important jobs; the supply of equipment for committee rooms; a check on the register; a clear understanding between the candidate and his officers on all fundamental issues concerning the campaign, and so on.

Clear these items off the deck at once. Otherwise you may find yourself, when the action flag is run up, tripping over pistols and cutlasses in your rush to get to the cannon!



*The staff of the 'Labour Organiser' wish  
their readers a very Happy Christmas*

# A Summary of the Main Changes in the Electoral Provisions affecting PARLIAMENTARY ELECTIONS

The new consolidating Representation of the People Act, 1949 has now become law. The references in the following paragraphs to the 1948 Act therefore fall, and the 1949 Statutory provisions prevail.

**Parliamentary Vote :** Section I, 1948 and 1949. Residence on a qualifying date. (B.P. and University Franchise gone). A person shall not vote in more than one constituency nor more than once in the same constituency.

**Official Poll Card:** Section 37, 1948. Section 81, 1949. No person shall for the purpose of promoting or procuring the election of any candidate at a Parliamentary election issue any poll card or document so closely resembling an official poll card as to be calculated to deceive. Legal opinions so far received by Head Office are more than reserved and even negative as to publication by election agents of election addresses or bills bearing or giving information to electors of poll numbers and polling places. Election agents must await guidance from Head Office.

**Election Agent:** Section 44, 1948. Section 55, 1949. Notice of Appointment not later than the latest time for delivery of notice of withdrawals, which in a Parliamentary election is the same as the latest time for nomination papers to be delivered. If no notice of appointment of an election agent is given as required, Section 44 or Section 55 provides that the candidate shall be deemed to be the election agent.

**Nomination Papers:** 3rd Sch. 1948. 2nd Sch. 1949. The nomination paper now requires the electoral number of subscribers to be given instead of the address. The description of a candidate need not refer to his rank, profession, or calling, if it is sufficient to identify him. If it is unduly long, an R.O. may shorten it or substitute another. Nomination papers can be delivered on any day after the Notice of Election until the last day for nominations, during hours from 10 a.m. to 3 p.m., or noon on Saturdays. The candidate, election agent, and the proposer and seconder of a nomination are the only persons entitled to attend for purpose of nominating or objecting to nomination. The written consent of a Parliamentary candidate to nomination is a new requirement.

Where delivery of a nomination paper and consent and deposit have been made in accordance with the rules, the candidate shall be deemed to stand nominated unless and until the R.O. decides that the nomination is invalid (or proof of death is given, or candidate withdraws).

**Motor Vehicles:** Section 33, 1948. Section 88, 1949. No person shall let, lend, or employ or hire, or borrow or use, any motor vehicle to convey electors to or from the poll, except (1) a person using his or one of their cars to so convey members of his own household only; (2) a candidate or someone on his behalf employing or borrowing a motor vehicle for such purpose; (3) a person lending or using his car in virtue of (2), providing that in (2) and (3) the vehicles are registered with the R.O. not later than the day before the poll, and carry a placard indicating they are so registered and that the numbers shall not exceed in a borough one motor vehicle for each 2,500 electors or part, and in a county one for each 1,500 electors or part. (NOTE the word "employ" appears to mean "use" not "hire").

The original provisions of C.I.P.P.A. respecting no payments, hackney carriages forbidden, etc., etc., remain in effect, and the new provisions do not put a limit on the numbers of horse vehicles that can be used.

**Imprint :** Section 43, 1948. Section 95, 1949. The content of the provisions is now enlarged to include any bill, placard or poster, or any printed document distributed for the purpose of promoting or procuring the election of a candidate. Any process for multiplying copies of a document, other than copying it by hand, shall be deemed to be printing. The bill, placard, poster or document shall bear upon its face thereof the name and address of the printer and publisher.



**Election Advertisement:** Town and Country Planning (Control of Advertisements) Regulation 1948, No. 1613, reg. 14. Any advertisement relating to a Parliamentary election can be displayed without express consent of the authority. All such advertisements shall be removed within fourteen days after the close of the poll. Fly posting is illegal, the persons now benefitting are liable to penalties in addition to the person sticking up the bills.

**Maximum Expenses:** Section 32, 1948. Section 64, 1949. Counties £450, plus 2d. per elector (for each entry on the register). Boroughs £450, plus 1½d. per elector (for each entry on the register).

Any fee paid to the election agent is included in the maximum. The candidate's personal expenses are entirely excluded. The old maximum of £200 for miscellaneous expenses is repealed.

**Returns of Expenses and Declarations:** Section 43, 1948. Section 69, 1949. Speakers' remuneration and expenses are now allowed for in the form. The Declaration of the candidate and election agent are simplified as to the affirmations.

**Outside persons or bodies incurring election expenses:** Section 42, 1948. Section 63, 1949. (a) holding public meetings or organising any public display; (b) issuing advertisements, circulars, publications; (c) or otherwise presenting the candidate or his views, etc., or disparaging another candidate. Exceptions: but paragraph (c) shall not restrict the publication of any matter relating to the election in a newspaper or other periodical, or apply to any individual incurring expenses not exceeding ten shillings without concert with other persons, nor to expenses incurred in travelling or in living away from home, etc. The election agent must give written authorisation and show the amount in his Return of Expenses. The persons or bodies must send to the R.O. a Return and Declaration of the expenses on a prescribed form together with the agent's authorisation, within fourteen days after the date of the result, and must also send a copy of the Return and Declaration to the Clerk of the Crown, Houses of Parliament, within the same time. (Scotland—no references to copies).

**Counting Agents:** 3rd Sch. Part IV, 1948. 2nd Sch. r. 31, 1949. R.O. may limit the total number allowed to not less than the total of the number of clerks, but so that each candidate has an equal number of agents. Rule 45 (3) The R.O. shall give the counting agents all such reasonable facilities for overseeing the proceedings and all such information with respect thereto consistent with his orderly conduct of the count. Rule 45 (4) Counting agents are entitled to satisfy themselves that the papers for each candidate are properly sorted (i.e. they can thumb through the separate candidate's bundles at the final table).

**Election Agent at the Count:** 3rd Sch. Part IV, 1948. 2nd Sch. r. 45, 1949. Can now attend in virtue of being an election agent. Through an unfortunate omission to insert the words "or election agent" in the provision relating to the candidate being able to do anything his (counting) agent can do, etc., the status of the election agent at the count is legally vague, though the intent of the act is obvious that he is presumed to participate in all the procedures allowed to agents. The fact that he can request a recount, and that his agreement with the R.O. to postpone a count shall be as effective as the agreement of the counting agent, is a definite indication of this intent.

**Ballot Papers:** 3rd Sch. Part III, 1948. Appendix, 1949. The whole space between the top and bottom of the paper shall be equally divided between the candidates by the rules separating their particulars. In practical effect this means there are no outer margins on the ballot paper.

**Validity of Ballot Papers:** 3rd Sch. Part IV, 1948. 2nd Sch., 1949. A ballot paper on which the vote is marked—elsewhere than in the proper place; or otherwise than by means of a cross; or by more than one mark shall not for such reason be deemed void if intent is apparent and any marks do not identify the voter.

**Equality of Votes:** Section 14, 1948. 2nd Sch. 1949. The R.O. shall decide by lot and proceed as if an additional vote had been given to the candidate on whom the lot falls.

**Recount:** 3rd Sch. Part IV, 1948. 2nd Sch. 1949. A candidate or election agent may request a recount or again to be recounted, but the R.O. may refuse an unreasonable request.

**Bands of Music, Flags or Banners:** Section 43, 1948. Section 97, 1949. No payment or contract for payment is permissible on account of bands of music, torches, flags or banners. The previous provisions relating to cockades, ribbons and other marks of distinction are repealed.

**Hours of Poll:** 3rd Sch. 1948. 2nd Sch. 1949. Time table of Proceedings. In the case of all Parliamentary elections the hours are statutory from 7 a.m. to 9 p.m.

**Absent Voters:** Section 9, 1948. Section 12, 1949. Additional provisions on account of—

1. Blindness or any other physical incapacity.
2. Removal as no longer residing at their qualifying address and are now not within the same borough or urban district or parish, or the same electoral division in Scotland.
3. Being unable to go from their qualifying address without a journey by sea or air.
4. Being a candidate and spouse away from their home constituency.

Applications for Postal Votes. Regulation 25 (2). In the cases of Service persons in the U.K., candidates and spouses, R.O.s staff—to reach R.O. not later than 2nd day before the last day for nomination. In all other cases—employment, physical incapacity, etc., to reach R.O. not later than the day before the day of receipt of the writ. Practical advice—send applications before the Day of Proclamation.

**Free School Rooms, and any Meeting Room:** The expenses of maintaining which are wholly or mainly payable out of public funds, or rates, etc. Section 35 and Sch. V, 1948. Section 82, Sch. VII, 1949. Booking of school rooms to be arranged with education authority. Lists of all available rooms in a constituency are to be kept by R.O. and open to inspection (See seventh schedule). There is a provision that schools and rooms in a neighbouring constituency can be used, if no convenient rooms are available in a district of the candidate's constituency.

**Committee Rooms, Clerks and Messengers:** Section 43, 1948. Legal provisions limiting the numbers of either for which payment could be made, cease to have effect, so no mention of numbers in 1949 Bill.

**Death of a Candidate:** 3rd Sch. Part V, 1948. 2nd Sch. 1949. The new provision extends the possibility of countermanning the poll—it provides—If after publication of the statement of persons nominated and before the poll is commenced, proof is given to the satisfaction of the R.O. of the death of one of the persons shown as standing nominated, the R.O. shall countermmand notice of the poll, and the election shall be commenced afresh as if the writ had been received on the day on which proof was given. Thus “proof of death” if given after the publication of the nomination can include the case of a nominated candidate who died in the interim before the publication of nominated candidates.

**Broadcasting:** Section 37, 1948. Section 80, 1949. No person shall, with intent to influence persons to give or refrain from giving their votes at a Parliamentary election, use, or aid, abet, counsel, or procure the use of, any station outside the United Kingdom for transmission otherwise than in pursuance of arrangements made with the B.B.C.

**Relief:** Section 51, 1948. Section 74, 1949. Application can now be made to the County Court, as well as to the High Court or Election Court, in certain case of failure to transmit the Return and Declaration through illness inadvertence, etc., in case of failure to make payments within the prescribed time. In these cases cause to the satisfaction of the court must be given, i.e., illness, inadvertence, etc.

**Voter:** The word “voter” is used in parts of the act in place of “elector” to include both registered electors and appointed proxies who may not be electors; in any case, any reference to an elector's voting or an elector's vote shall include reference to an elector voting by proxy or an elector's vote given by proxy.

**Registers:** R.P. Regulations, 1949 (England 327) (Scotland 347). Recent official notice states—One register a year, the Spring Register to be published March 15 each year. Forms A and B apply for House to House or other sufficient inquiry. Qualifying dates: England, November 20th.; Scotland, December 1st. Electors' Lists on or before January 10th (Scotland, 17th January). Claims and Objections not later than January 24th (Scotland, 31st January). Consideration to be completed before February 4th (Scotland, 11th February).



# THE LEAGUE'S PLACE IN THE GENERAL ELECTION

By JOYCE JOHNSON, Secretary Luton L.O.Y.

AS 1950 APPROACHES there are thousands of young people in the League of Youth, all over the country, who are looking forward expectantly to the first General Election in which they will take an active part. This coming election is also the first in which the League, in common with the rest of the Party, will be defending a majority Labour Government making its appeal to the country. Obviously, far more knowledge will be needed to take our case to the doorstep—sound, constructive knowledge

## Feeling of Expectancy

In every League there is a feeling of expectancy—a feeling that the League must rise to the occasion and show its worth. There is also a feeling rather difficult to define—that in this election more than ever before we shall need sheer guts and determination. The young

people in the Labour movement to-day are experiencing a wish to fight just as hard as did the early Socialists—and they will welcome any demands made of them.

This feeling is not only one of wishing to work, to get down to the job, but of wanting to work as hard as possible—and local Parties **MUST** let their young people expend all their enthusiasm and energy in practical channels.

Some of us in the League, who have been in the Party since 1945 and before, are fully trained for arguing our case on the doorstep. We are now being recognised by our local Parties, who are giving us all the work we can handle. But let Constituency Parties see to it that those Leagues which have not long been formed, whose powers of debate and knowledge are not yet wide enough, are given the opportunity of calling on all the speakers and lecturers they need. It would be a good investment, for example, for any Party to pay the affiliation of its League of Youth to the N.C.L.C.—to give them a chance of taking the 'Election Organisation' or 'Labour's Achievements and Future Policy' courses. Both these would prove of great worth to those in the League who have not the confidence born of experience.

As for those of us who have spent years in the League, our job is there already. In my own constituency, South Beds., the actual organisation of the election has been entrusted to young members. The part-time agent in South Beds. is only 23 and I shall be doing all the secretarial work I possibly can for both candidate and agent. In this newly-formed constituency young people are really at the helm—as should be the case. No political party, these days, can expect to win elections time after time by the use of the same slogans, and the same ideas.

## Improved Tory Machine

I don't doubt that someone, reading this, will by now have decided that I am advocating letting young people run amok, with all sorts of dire and dread results: and is visualising young agents breaking election laws in all directions. But we have many experienced people in our

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Party—so many who can organise. What a combination we can have, the young people with ideas, and the experienced organisers to carry them out. This is where the League of Youth can do so much. As our South Beds. candidate, Edward Moeran, has so often said, 'Let's have youth at the wheel, and older heads in the back seat—one can guide the other.'

### League Canvassing

Another aspect of the work the League can do is found in areas where our Party has little or no organisation. There are so many villages and small towns, particularly in the southern part of the country, where a canvass by the League could achieve much. An outdoor meeting held by the Luton League, for example, in a semi-feudal village, was the sole topic of conversation in that village for a week.

### Special Responsibility

I suggest that Divisional Parties which have a black spot of this type should ask the League to make it their special responsibility. I know it's great fun to hold an outdoor meeting somewhere in the centre of a town, and draw quite an audience. But the best training ground is to face an audience of two men, one child and a dog, and find that after five minutes of your speech even the dog has gone! It might wound your pride; but the villagers who are lurking round the door of the local, and behind the bedroom curtains, admire you for carrying on, and they listen.

In the towns, the League can work best as a single operating unit. The advantage of this is obvious in that those in a League branch who are a little shaky of venturing into political argument, who would feel lost in their Wards among their elders, would turn out with their fellow Leaguers. The whole scheme could be worked on the basis of a 'shock troop' system, notifying Wards concerned in advance of what night the team can be expected, and how many workers will be there. There's no organisation anywhere can beat the League on speedy leaflet distribution! But—and this is a word for agents—don't look on your local League solely as an organisation to get literature out.

Another job for the League is that of

reaching the new electors, those who have reached for the first time the age of wisdom—(so-called!). The League can get to these young people in many ways. They can hold outdoor meetings near the dance halls, in all the places where their local knowledge tells them that young people congregate. And I would suggest one big indoor meeting during the election campaign, with League speakers and chairman supporting the candidate. Aim these, both in leaflets and loudspeaker propaganda beforehand, principally at the young electors.

### Original Ideas

The League can also be relied upon for original ideas in the field of poster work and propaganda ideas generally. A leaflet designed by a League member for a Parish Council election in this district has since been copied to good effect by local parties. Another suggestion I would make, for the attention of agents, is one made as a Northerner who has moved South. There are hundreds of thousands of people who came South during the 1930's—and there are many Leaguers in the South to-day with a clear Northern accent in their voices. These older people can be found in large numbers on Council estates built during the 1930's. Send the young people to these estates. Make the older people remember why they came away from their home districts and, better still, let them compare the living standards and security of the young people of to-day with their own plight ten and fifteen years ago.

I set great value on young people doing canvassing for our Party. I think the Labour Party have realised that we know our facts—Filey must have proved that to them. It will gladden many an older person to see, on the doorstep, somebody young who believes just as sincerely as the young people believed 30 years or so ago in the Socialist faith.

This article may perhaps seem a jumble of ideas, very inadequately expressed—but I am one of the thousands in the League just waiting to take a full part in this contest. The work of my League is mapped out now—let's see to it that every League member fills some vital niche in our election organisation.



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# Latest Agency Appointments

**Y**OUNG MEN who have played a prominent part in League of Youth activity are again featured in a list of new agency appointments issued by the National Executive.

One of them, 23-year-old DENNIS BYLES, who is now agent at RUTLAND & STAMFORD, is a member of the League's National Consultative Committee and of his Regional Executive. He has been Chairman of the Wellingborough Labour Party and has controlled local elections as well as having participated as a candidate.

## Federation Organiser

The other Leaguer, IRVIN DENNY, THIRSK & MALTON agent, joined the Party seven years ago at the age of 16, and was honorary organiser of the West Yorks. Federation of Leagues of Youth.

WILLIAM LAWS has been appointed at REIGATE—at 37 he has twenty years' membership of the Party—and at WESTBURY the agent is JOHN JONES who was agent at Cardiff Central in 1945. ROBERT

MERRY, a former Civil Servant, goes to BROMSGROVE; W. E. JONES has been appointed at ANGLESEY; and at WEST LEEDS the agent is ALWYN WARD, a Party worker for many years, who is also particularly interested in the Co-operative movement.

## League Chairman

A former Chairman of the League of Youth at Ramsgate, FRANK GREEN, is now at CHELTENHAM after acting as secretary-organiser to the Isle of Thanet C.L.P. and secretary-agent to Eton and Slough C.L.P. Mr. Green, who is 26 years of age, has also been active in the Civil Service Clerical Association.

HARRY RUTHERFORD, who was his C.L.P.'s honorary secretary, has been made agent at TYNEMOUTH, and Nottingham Councillor CHRIS COFFEY is now holding the NOTTINGHAM CITY post. He has controlled many local elections and was a Parliamentary agent in 1935.

JAMES TRUFFET, WYTHENSHAW's agent, has acted as sub-agent on five occasions and controlled 17 local elections. Former printer WILLIAM BUTCHER has taken up the NORWICH appointment. Mr. Butcher was, in 1948, elected to the Executive Council of the Typographical Association.

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## A Message to All Party Workers

# OUR TWO MAIN DUTIES

**W**E are reaching the end of a year in which a very considerable amount of internal work in the Constituency Labour Parties has been completed. We have finished the reconstruction of the Constituency Parties following the redistribution, and with very few exceptions candidates are now selected for all constituencies. Already more full-time agents have been appointed than were operating at the last General Election. A very large number of Constituency Parties, which cannot employ full-time agents, have selected members who will act as agents for the General Election. In response to appeals, that have been made to get the election machinery into good shape, there is evidence of increasing activity throughout the country.

### **Be Prepared**

No date has yet been fixed for the General Election, but it is wise to be prepared for an election reasonably early in the New Year, so that the election machinery will be ready for use whenever it is called upon. It is usual to regard every approaching General Election as the most important that has had to be faced, but that undoubtedly is the case on this occasion. The foundations of a new Social Order have been laid, and the election will decide whether we continue to build on those foundations or hand the country over to the Tories, who will reverse the order of progress.

Members of the Party will have two main duties to perform: (1) to express in no uncertain terms their pride in the achievement of the Labour Government, and (2) to prepare the most effective election machine possible for the contest.

The main consideration of the electors at this election will be the value of the

legislation already passed, and we must never fail to emphasise that in the days of greatest difficulty, with the transfer from war-time to peace-time conditions, a Labour Government has carried through not only fundamental economic changes, but a programme of social service which is a pattern to the world. The capacity of the Labour Government, not only in this field, but in the field of international affairs, complicated as they are, will be a factor in determining the election results.

by **R. T. Wind**

● *It is wise to be prepared early in the New Year of the Labour Party ready for use when*

We have a programme with which to go to the country, but we really should enter this contest with the spirit of the utmost pride in the achievements of the past five years. Electors will undoubtedly compare the personalities and the capacity of the leading members of the two main political parties, and will desire to be confident that those of greatest capacity and goodwill are given the responsibility of the next period of Government. In this I think we have nothing to fear.

The Government which has steered the country through the last five years has proved itself to be made up of people with individual capacity and



# THE COMING ELECTION

integrity. A comparison with the leading members of the Conservative Party should not give us anything to worry about, but we must be bold and say so. Pride of achievement and a full demonstration of the determined effort which has characterised our Party will see us through to victory.

Let there be no mistake about the need for very complete electoral organisation for this contest. The Conservative Party has for months past employed a substantial staff through-

**.B.E.**

*For an election reasonably  
writes the National Agent  
the machinery will then be  
is called upon.*

out the country obtaining information of value for the election. Their publicity work on the hoardings is well known to us all, but the extent to which they have canvassed the constituencies, marked up the register of their own supporters, and prepared their organisation to poll the maximum vote is, in my view, very considerable.

This does not disturb me, provided our own Party organisation sets about the job from now on—of canvassing and, by any means at its disposal, obtaining information as to where the Labour vote can be secured on polling day.

Effective canvasses are not conducted during the short period of an election. In a General Election, when every Constituency Party has to depend upon its own resources, it is only in a very limited number of constituencies that a complete canvass can be conducted. Therefore, on with the canvass now, for the information obtained is the essential information for a drive on polling day.

Key people to occupy positions in the electoral organisation should be immediately selected and instructed in their work. This applies to persons to take charge of Committee Rooms, the organisation of meetings, the writing of envelopes, the distribution of literature, dealing with removals, and, in particular, the preparation of the canvass results so that they are in order to be used to the greatest effect on polling day.

## **The New Members**

There has been a substantial enrolment of new members in the Constituency Parties during the year. Do your utmost to get these members involved in the electoral organisation. Members of the Women's Sections have played an important part in elections in the past; see that they are given an opportunity to do so on this occasion, and particularly I would stress the need for involving the members of the League of Youth. Enthusiastic young members of the Party can be encouraged to undertake all sorts of jobs in the electoral organisation. Give them their chance to serve, and give them the guidance they need.

This is an occasion when the team spirit of the Party must demonstrate itself to the full. It is for such a great purpose that no stone should be left unturned to secure the highest point of efficiency that is obtainable.

# Chosen at Random

By DEREK AGNEW

ALL OF US HAVE, at some time or other, been faced with an age-old problem when sitting down to prepare a speech or write an article or leaflet. What approach is best calculated to win over a 'doubtful' to the Labour cause? An all-out attack on the other side, exposing its inconsistencies and true character? Or a thoughtful, scholarly exposition, of our own case?

Obviously no hard and fast rules can be laid down. Different circumstances call for different tactics. But certainly the post-war trend has been towards the latter course. In an age of slogans people have no use for a speech made of a series of clichés strung together. Neither are they impressed by the platitudinarian. I may, of course, be wrong, for this is purely a personal viewpoint. Nevertheless as proof that the same feeling is abroad in the country I quote the following from Critic's column in a recent issue of the *New Statesman and Nation*:

'A Labour Party organiser with whom

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I talked in South Wales confirmed something which I have heard from every other part of the country—that audiences to-day want fact and argument and not the old-fashioned type of propaganda. Since the war the whole character of the political meeting has been changing. In a world of dollar gaps, convertibility and off-shore purchases, the successful speaker, whatever his party, is the man who can explain the situation in a clear lecture and answer questions, not with a brilliant piece of repartee, but with solid information. Mr. Attlee's broadcast may have seemed an anti-climax to professional politicians who live a life of a rather artificial dramatics, but I believe that he got much nearer to the public mood than the stunt headlines of the *Daily Mail* and the *Daily Express*. I am very glad to see that Morgan Phillips has recognised this new mood and is taking the risk of publishing pamphlets, which ten years ago would have been dismissed by election pundits as far above the head of the average voter. *Re-equipping Britain*, for instance, is an objective and well-illustrated report which could be used by any W.E.A. class as the basis for a serious discussion of economic planning.

WITH THE ADVENT of Christmas, canvassing will inevitably suffer what our inter-war economists would call a 'seasonal slackness.' It is an opportune moment to look back and review membership campaign progress since its inauguration some months ago.

Unreservedly I would say that where Parties have conducted a vigorous campaign the results have been as good as, and in many cases better, than was expected. The 'success stories' the *Organiser* has printed from time to time are proof of that.

Where results have not come up to expectation Parties should review their organisation before the resumption of the campaign early in January. As encouragement, if encouragement is needed, take a look at these results culled from a recent issue of Reg Underhill's West Midlands Regional Bulletin.

(Continued on Page 17)



# LEAFLET DESIGNING

By PETER HARLE

THE EVER POPULAR LEAFLET, pushed through letter boxes and given away at party meetings, is the commonest propaganda currency in political usage. It is particularly important to the local party and, with the news-sheet, is the main weapon in the armoury.

## Technical Language

'Typography' is rather a frightening word, but don't let it put you off. It merely means the arrangement of type in a pleasing and effective manner, and presenting this arrangement to the printer in such a way that he is able to work from it. As in all crafts, the printers have evolved a technical language of their own. Some knowledge of this language is essential to a typographer in order to make himself understood by the printer. The object of this article is to give an idea of the rudiments of typography in the hope that sufficient members of local parties will be interested enough to 'take it from here' under their own steam—and so raise the standard of Labour Party local publicity far above that of our opponents.

The unit of typographical measurement is the EM Quadrat or EM Quad, which is simply a letter M of a certain size, contained on its square lead mounting, the EM being the width of this square. This EM is further divided into 12 parts or Points; this Point is the lowest unit of typographical measurement. In inches 1 EM equals one-sixth of an inch, making 72 points to an inch.

Every typeface is divided into different sized alphabets by means of this unit of measurement, so that when an eight point type is spoken of, it means that the letter M of this alphabet is 8 pts. square.

Most type faces run from 5 or 6 pt. up to about 72 pt. sizes. This page you are reading now is printed in 8 point. The alphabet is divided into two parts: Capital letters (or upper case) and the small letters known as lower case, abbreviated respectively to Caps and l.c.

When designing a page of type on a leaflet, obviously the first thing to decide is the amount of space to be occupied by the type on the page, i.e. the width of the margins. This will decide the length of

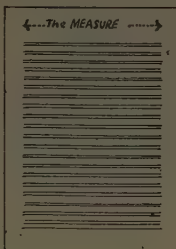
line, which is known as 'the measure' and is given in EMs. It is a good plan to leave a fairly good margin both from the point of view of appearance and to keep the thumbs of the reader clear of the type area. The next decision is the choice of an appropriate type-face. The choice is a very wide

one, as there are many hundreds of faces. To begin with, however, the guiding rule is simplicity. Ask your printer for some specimens of the following types: Gill Sans Serif, Gill Sans Serif Bold, Gill Sans Serif Extra Heavy, Bodoni, Bodoni Heavy, Bodoni Ultra and Bodoni Ultra Italic. Rockwell, Light, Medium and Heavy, is also a very useful display type.

Two different faces are quite enough to use on one leaflet, one for the bold display of the slogan and the other for the body of the text. It will help the printer if you do 'roughs' on flimsy paper suggesting the weight of type and text that you want together with the names of the typefaces involved. In next month's article I will include a diagram showing how this should be done.

## Don't Cram it!

The same general rules of design mentioned in previous articles hold good for typography; namely, simplicity of lay-out, careful use of emphasis, and a clear realisation of the fact that the whole idea behind the craft of typography is to illuminate the meaning of the text in a logical and attractive way. Above all, don't try to get too much on the page by filling every white space with matter. By leaving as much white paper as possible around your slogan, added emphasis and clarity is gained.



# PLAN YOUR ELECTION BUDGET **NOW**

Says J. W. RAISIN, London District Organiser

**Y**OU ARE planning your General Election campaign? Good! That means you are thinking about the absolute necessities—workers and money.

An Election Agent's plan of campaign embodies these two main points—the best use of the money available, and the most fruitful employment of the workers who come forward. Neither of these two parts of planning can be ignored and each depends upon the other. This is true whether your resources in money or workers are adequate or almost negligible. You cannot possibly get the best results unless you, as Agent, have given early thought to the tasks to be done, the people who are to discharge these duties, and the material needs required for such purposes.

## **The Plan**

So draw up a plan. A realistic plan. A scheme based upon not only what is immediately in sight in terms of both money and personnel, but also upon what is clearly necessary if an adequate campaign is to be waged. You must avoid both extremes. Don't be panicked into cutting everything down because the till is nearly empty or because workers have not been forthcoming; and on the other hand, don't be persuaded that large sums of money will roll in when the election starts, or that workers in great number will materialise when the fight is on.

In making your plan you will at once see how closely the supply of money is linked with the supply of workers. No matter how costly a piece of printed matter may be—and as most people know, printing is the largest item in the election budget—it has no value unless it reaches the voter for whom it is intended. That means workers, both key and ordinary.

## **Complementary**

Conversely, a magnificent band of workers cannot be very effective unless they have the material means of influencing the electors. That means printing and other aids. Thus, the financial and the manpower budgets are complementary.

Starting with the financial budget, you may find it a good plan to estimate your expenditure under the four headings given in Form I, i.e., Printing, Staff, Committee Rooms and Other Expenses. This manner of grouping will probably help you to

shape the election according to your views on the necessities of the case and—very important—to relate the financial to the personnel aspects of the campaign. Individual items under these headings (particularly printing) will be added or eliminated according to circumstances.

You will probably find that printing accounts for somewhere about half your total expenditure. This is not recommended as a desirable ratio, but is a recognition of present price levels. Provision for a printing reserve is practically essential. I do not propose here to give estimates of printing costs because these vary a good deal over the country as a whole, and besides, tastes vary a lot.

In considering what sum to allocate to printing it would be well to bear in mind that materials supplied by Head Office or from other sources at subsidised rates must be shown in your Election Return at their actual price and not at the subsidised price. Agents whose financial resources permit them to make a large distribution of printed matter must give thought to this point, or they may find that their total expenditure is uncomfortably close to the legal maximum.

## **Paid Staff**

Having formed some idea of what your printing supplies will cost you, turn your attention to the matter of staff. I include in that term all key-workers, whether voluntary or paid. I think it may help you to form a view as to your probable financial commitments under this heading if you set down your requirements under headings somewhat as they appear in Form II. Some, or even all, of these offices may be filled by voluntary workers and some of the offices may be amalgamated. You will bear in mind, however, that whether these offices are held by voluntary or paid workers, or if some offices are grouped with others, all the functions shown on this form need to be discharged if your campaign is to be as effective as possible.

Do not dismiss as a mere luxury the employment of paid staff. A modest pay roll may be the means of ensuring the most economical, as well as the most effective, employment of the rest of the available money. The experience of many successful Agents is that, to get the



intensity into the campaign needed to produce a really good Labour vote, a certain amount of full-time paid service is almost essential.

Consideration of staffing is not, of course, confined to the financial aspect. Even if you can afford to employ, say, a 'Canvasser' you have got to find someone suitable for the job and this applies with equal force to all other appointments. But having made up your mind what you think you should have in the way of staff, you will immediately have to consider the question of Committee Rooms. Here, the question of advertisement value also arises but it may well be advisable to think twice before deciding as between a large or well situated shop designed to cover a group of areas or rooms in private houses in less conspicuous places. A mixture of both kinds may be possible and is probably desirable in most cases in order that the coverage in any area be not too large.

If you follow this advice and try to set down on a sheet like Form II the names of the people who you think can, or should, fill the offices you decide upon, and the addresses or locations of the Committee Rooms, you will be able to form a fairly good idea of your probable expenses under this head. But you will do more than this because you will, in effect, be pre-determining the shape of the campaign—thus enabling you to concentrate on detail as the election approaches.

Thus, three of the four main headings in the budget will have been dealt with. The remaining items are either fairly small or are of such a nature that their size can be determined according to need or financial resources. The provision of a general reserve in this section seems very desirable.

I think that Agents will find that an examination of their tasks by this somewhat exacting method will stand them in very good stead when the campaign opens.

### FORM I—THE BUDGET

#### 1. PRINTING :

	Quantity	Approx. Cost
Election Address .. ..		
Election Special .. ..		
D.C. Posters .. ..		
16-Sheet Posters .. ..		
Meeting Leaflets .. ..		
Other Leaflets, including Head Office publications		
Window Cards or Bills ..		
Other items (named) ..		
Reserve .. ..		

#### 2. STAFF :

Central Office (details)	
Local Units (Number)	

#### 4. OTHER EXPENSES :

Hire of Halls (number small)	
Hire of Halls (number large)	
Advertising .. ..	
Stationery .. ..	
Transport .. ..	
Miscellaneous .. ..	
General Reserve .. ..	
Total .. ..	

#### 3. COMMITTEE ROOMS :

Shops (number) .. ..	
Private Houses (number) ..	

### FORM II—STAFF LAYOUT

#### CENTRAL COMMITTEE ROOM :

(Address and/or other particulars)

Canvasser	Meetings Officer	Finance Officer	Open-Air Activity Organiser
Trade Union Liaison Officer	Other Central Officers		

#### BRANCH COMMITTEE ROOMS (full-time) :

Ward and P.D.'s	Electorate	Address of Committee Room (or location)	Officer in Charge	Telephone or other particulars

# Decentralisation is the Key

By RONALD S. HARRISON, Secretary-Agent,  
Sudbury and Woodbridge D.L.P.

WHEN RURAL CONSTITUENCIES are mentioned the real facts and conditions are often obscured by elements of sentiment and patronage. Politically they are sometimes viewed by townfolk as backward and of secondary importance. It should, however, be remembered that they are probably the key to the extent of the Labour majority at the next general election. For proof of this, one has only to look at East Anglia where Labour holds twelve of the sixteen seats in Cambridgeshire, Norfolk and Suffolk.

## Psychological and Geographical

The two main points of difference between town and country can be classified as psychological and geographical. One must always remember the innate conservatism of the country dweller which has undoubtedly retarded the political emancipation of rural workers. This is changing slowly as more farm workers join trade unions.

The geographical difficulties in a scattered constituency such as Sudbury and Woodbridge are very real. It includes one small borough, three urban districts, three complete rural districts and part of a fourth. It sprawls for approximately sixty miles over two county council areas and has ninety-six polling places. Owing to distance General Committee meetings can only be held quarterly and even then outside the constituency, at Ipswich. To enable delegates to attend the meetings it is necessary to charter a special bus. In the case of monthly Executive Committee meetings, a few members with cars fetch delegates from the isolated outposts.

Obviously it is far more difficult to integrate the organisation on a constituency basis than in a more compact area. Greater responsibility therefore devolves upon the local parties and success lies in the creation of enough local

parties to form a network throughout the constituency. But there is a danger in trying to establish a local party prematurely. In my experience whilst it is often possible to recruit new members it is difficult to find people willing and capable to fill key positions. Consequently a lot of preliminary work must be done before setting up a new cell of organisation. Better not to start a party than for it to fizzle out after a very short life.

## A 'Contact' Member

What about those places where there is no hope of any corporate organisation for some time? Here the aim should be to have at least one 'contact' member, who can be kept informed of the work of the Party. In return he will very likely be able to furnish useful information in regard to the electors in his vicinity, and in time he may be encouraged to gather a few other members together. There may also be small affiliated trade union branches to contact in places where, as yet, there is no political organisation.

As indicated, the question of distance prohibits the meeting of delegates at the divisional level at very frequent intervals. Some compromise must therefore be found to co-ordinate the local parties, particularly within sight of a General Election. The answer here is to decentralise and apportion the constituency into organic sub-areas and the parties within each sub-area encouraged to collaborate in their activities.

The question of propaganda and membership drives presents similar problems. Not for us the single mass meeting which any constituent can reach by a short walk or tram ride. We have to take our message to the people rather than the people coming to us. Used judiciously the loud-speaker is an invaluable weapon. You may not be able to persuade men

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after a heavy day's work on the land to attend an indoor meeting but they will stop and listen on their way to allotment or pub, and in any case, with a loud-speaker, they and the women-folk can hear it in their homes. Our own M.P., Lt.-Col. Hamilton, has found the loud-speaker and open-air meetings invaluable in covering the constituency.

With an inevitable amount of decentralisation, and with membership dispersed over a large area, there is always a danger of parochialism and lack of 'constituency consciousness.' The problem therefore is to find some means of linking up all the bits and pieces. The publication of a monthly journal can, I believe, do much to achieve this. We inaugurated an eight-page journal (demy 8vo size) named *Straight Talk* last January which is sold at 2d. per copy. Our aim is to see that it enters every Labour household. Distribution is carried out largely through the local parties who receive their copies direct from the printer. One thousand are printed every month at a basic cost of £11. With the aid of two half-page advertisements the journal is run, at the moment, at a slight loss but we feel it is money well spent—and helps to keep the membership informed of the activities of the Party both locally and nationally.

## Conduct of Parliamentary Elections

A revised and enlarged edition of the above book is now in the final stage of printing. Parties will be receiving circulars as to publication date and price.

(Continued from page 12)

At Ladywood, the Constituency Party reports an increase in membership of 815. At Stechford, the Kents Moat section of Sheldon Ward has recruited 465 members in two months, raising its total to 605. In Erdington, the Erdington Ward has made 425 new members, with Mrs. Clift personally securing 110 of them!

Oxford City, on a Saturday afternoon canvass, reported a new member every two minutes; and at Fritwell, in a rural part of the Henley Constituency, a Party formed last April now has a membership of 121 out of an electorate of 250. A similar story comes from Saredon. In Cannock Rural, within a month of inauguration, the new Party had 82 members out of an electorate of 302. Finally, the two rural constituencies in Oxfordshire report the existence of 59 local Parties, and at Small Heath, Birmingham, membership is nearly double last January's figure.

Statistics like these make pleasant reading. Our job now is to consolidate the position and turn the new members into active workers who will, in their turn, go out to the doorsteps to keep the total mounting ever higher.

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## POSTAL AND PROXY VOTES CANCELLED

### New application necessary

WITH THE coming into force of the provisions and regulations of the 1948 Act on October 16, all applications to be treated as an absent voter already and previously in force *ceased to have effect on that date*. New applications to be treated as an absent voter must now be put in to ensure that they are operative with respect to the present October register and to a parliamentary election if contested on this register.

In many cases the Returning Officers may be informing such persons of the cancellation and indicating it is open to them to make fresh applications. All parties should, however, concern themselves with this matter of the absent voters.

# THE SPRING REGISTER

THE PREPARATION of the Spring 1950 Register of Electors, which is to come into force on March 15 next, is now in full swing. Nobody knows just when the General Election is to take place, but, should it come before the new Register is published, the information contained in the Electors Lists can be used to great advantage in tracing removals.

The new Electors Lists are due to be published not later than January 10 (January 17 in Scotland) and all claims by persons whose names have been omitted must be made within 14 days of the last date for publication of the lists. During the period allowed for claims, the maximum effort must be put into checking the lists, and ensuring that every known supporter's name is included.

## Ease the Pressure

The heavy pressure during this period can be eased considerably if parties start collating and recording as much of this information as possible in advance. A canvass undertaken now will reveal many cases where Labour supporters have moved into the constituency, and also those who have removed to another constituency.

The importance of the Electors Lists in regard to the postal vote is now greater than ever. All persons on List B, except those newly qualified by reason of age, will be on the current register at their previous address, and if this is outside the borough, urban district or rural parish in which they now reside, they have a claim to the postal vote.

Claims for a postal vote on account of change of residence may be made at any time up to the day before the issue of the Writ, and remain in force until cancelled by the elector, the Electoral Registration Officer, or the publication of the new Register.

As soon as you know that any Labour supporters have taken up residence in your constituency you should make certain that they are informed of their right to the postal vote for the address from which they have removed. Form R.P.F. 8 must be obtained from the Electoral Registration Officer at the local Council Offices for this purpose, and returned to him when completed. The form bears an official post-paid stamp for return.

A second call should be made on these persons to ascertain whether they have made application. It is easier to obtain a person's old address directly than it is to obtain the new one from a neighbour.

The importance of exchanging information between agents cannot be overstressed. Remember, the old agent will want to send election literature to the postal voter in your area and you will want to do the same to those who have removed out of your constituency.

The dates to be borne in mind in connection with the Spring Register are set out below and agents are advised to make themselves familiar with them.

	England and Wales.	Scotland
Qualifying date .....	Nov. 20, 1949	Dec. 1, 1949
Electoral Lists published on or before .....	Jan. 10, 1950	Jan. 17, 1950
Claims and Objections last date ...	Jan. 24, 1950	Jan. 31, 1950
Consideration of claims and Objections before .....	Feb. 4, 1950	Feb. 11, 1950
Publication of Register .	Mar. 15, 1950	Mar. 15, 1950

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# The Reader Writes . . .

## ...ABOUT PUBLICITY

IN THE PAST few years Transport House has given us a practical lead in the correct way in which to turn out first class printed matter. Yet, whilst we have had week-end schools and courses on Organisation, the instruction on the art of good publicity seems to have lagged behind somewhat. Thus I welcome the 'Better Publicity' series.

The first article, 'Designing A Poster' has put the matter in the well known nutshell. Peter Harle writes as one who obviously knows what the inside of a printing house is like—unlike quite a number of the new agents.

I know that printers are first-class people and are always ready to be helpful, but how many agents have had the experience of talking to the printer over the 'phone and just not being able to understand the technical jargon flowing from the other end of the wire.

When told that a job would look rather

nice if 'the solid is set full out, the first word of the par being in caps and smalls' he may feel at a loss and suggest that the printer uses his own discretion.

That is the usual way over a difficulty, I know, but I am sure the printer realises he is dealing with a person who knows nothing of the trade, and the agent is thankful that a goodly length of wire separates them.

I would suggest that the Press and Publicity Staff at Head Office would be rendering valuable service to us agents if some articles were published on the ways and means of understanding technical descriptions from that great man—The Printer.

However, to return to posters. We are becoming rather poster conscious of late, largely due, perhaps, to the amazing things one sees on the hoardings, such as those which tell us that the Tories would build more houses, 'now'.

## A Moot Point

Transport House obviously cannot embark on such large scale poster campaigns as our opponents. We know that a great number of 16-sheet posters appeared just before the municipal elections earlier this year, but whether they were taken seriously or not is a moot point. I would hazard a guess that they were well and truly criticised by Parties throughout the country. The colour scheme for those posters was certainly not in accordance with Peter Harle's article. Strange, coming from the same department . . .

In quite a modest way my Party are running a series of monthly posters (double crown) on which are quoted parts of speeches by well known Tories. They have often given us excellent material to work on in this way, and we feel that the public should be reminded of the true nature of these people. Some may say that this sort of propaganda is not of a constructive nature, but I feel that anything which may be damaging to the Tories should be played upon for all it is worth.

CLIFF WINDLE.

Secretary-Agent Romford D.L.P.

(Remarks on typography noted. See this month's Peter Harle article.)

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AND WALES } 12, 11s.; 25, £1; 50, £2; 100,  
£3 17s. 6d.

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